

## Research Article

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# Nightlife sector from a gender point of view: The case of Ibiza

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**Abstract:** Tourism depends largely on the good will of local inhabitants and over the past decades many studies have been conducted concerning the attitudes of residents towards tourism. There is not much academic literature concerning nightlife, and in most cases the nightclubs are an element of a context in which another phenomenon is analyzed. There is a limited amount of literature analyzing the differences between men and women in their role as residents of a tourist destination, and there are also no studies concerning the attitudes of women towards nightlife. This paper intends to provide a first study of the attitudes of women towards the nightclubs, in the case of Ibiza Island. The analysis of the attitudes towards nightlife was carried out by means of an array of items integrated into a broader survey on attitudes of residents towards tourism. A total of 418 valid questionnaires were obtained, 266 of them were completed by women. Although the general view of the sector is negative, women are much more critical about the island's nightlife. When breaking down the sample of women it can be seen that one part of women has similar opinions to those of men (Moderates), mainly those that depend economically on the sector, but the other part has very contrary opinions (Haters). Women have a more conservative and adverse stance towards risk than men, and they are more contrary to offers that may have a significant negative impact on local society, as would be the case for nightclubs.

## 1 Introduction

Tourism depends largely on the good will of local residents and the support of the local community is essential for the appropriate development of the sector (Besculides, Lee & McCormick, 2002; Gursoy, Jurovski & Uysal, 2002). It is also widely recognized that destination tourism planners should take into account the views of residents if they want to develop a sustainable industry (Allen, Long, Perdue & Kieselbach, 1988; Ap & Crompton, 1998). There are many reasons for which the reaction of the residents is important and research into their motives provides valuable indicators for those involved in the industry. Once these indicators are known, and taken into account, the industry can then make the necessary adjustments in order to minimize negative impact and maximize local support (Williams & Lawson, 2001).

Over the past decades many studies have been conducted concerning the attitudes of residents towards tourism in general or towards its development in a specific destination (Andereck, Valentine, Knopf & Vogt, 2005; Brida, Disegna & Osti, 2014; Choi & Murray, 2010; Del Chiappa & Abbate, 2016; Figueroa & Rotarou, 2016; Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004; Hernández & Mercader, 2015; Hunt & Stronza, 2014; Látková & Vogt, 2012; Lepp, 2007; Núñez, Fuentes & Sánchez, 2014; Park, Nunkoo & Yoon, 2015; Rasoolimanesh & Jaafar, 2016; Ribeiro, Valle & Silva, 2013; Sharpley, 2014; Vargas, Porras & Plaza, 2011; Wang & Pfister, 2008; Weaver & Lawton, 2013; Woosnam, 2012; Woosnam & Erul, 2017; Yu, Chancellor & Cole, 2011; Zamani-Farahani & Musa, 2012). As Lankford and Howard (1994) pointed out, "an almost infinite" range of measures and paradigms have been used to ascertain the perceptions and attitudes of residents in the many studies which have been carried out. However, it is the Tourism Area Life Cycle and Social

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Exchange Theory that have been the most used (Nunkoo & Ramkissoon, 2009).

The vast majority of the studies concerning the attitudes of the residents analyze the tourism sector as a whole and there are very few cases where there has been a focus on a specific type of tourism activity. The exceptions are destinations where gambling and casinos are an important tourist attraction (Brown, Roseman & Ham, 2003; Coulter, Hermans & Parker, 2013; Janes & Collison, 2004; Kang, Lee, Yoon & Long, 2008; Lee & Back, 2006; Lee, Kang & Reisinger, 2010; Lockyer, 2012; Stitt, Giacomassi & Nichols, 2003; Sutton & Griffiths, 2008; Vong, 2009). Kang et al. (2008) finding that Social Exchange Theory was still valid in explaining the relationships among residents' perceived impacts, benefits, and support of gaming development, and some authors (Carmichael, 2000; Chen & Hsu, 2001; Sutton & Griffiths, 2008) develop scales to measure attitudes towards casinos and gambling.

Factors such as religiosity, religious giving, denominational and generational effects (Coulter et al., 2013; Stitt et al., 2003), the gender difference between males and females (Lindgren, Youngs Jr., McDonald, Klenow & Schriener, 1987; Lockyer, 2012), the differences between those who have and have not visited the casino (Lockyer, 2012), community attachment (Lee et al., 2010; Pizam & Pokela, 1985), geographical proximity to the casino (Nichols, Giacomassi & Stitt, 2002), the structure of the industry (Nichols et al., 2002) influenced residents' perceptions and support for gaming development. The benefit factor (principally the positive economic impact) was found to be the most important factor in affecting residents' support level (Lee & Back, 2006).

However, Vong (2009) indicates that the residents of Macao have mixed attitudes toward gambling. The opening of casinos in a region implies many potential risks: substance or drug abuse, increased gambling addiction, increased bankruptcies and the dissolution of families (Lee, Kim & Kang, 2003). Fear of serious social implications and possible uprisings or protests from residents, caused by these undesirable changes, would explain why this particular type of tourism has undergone so many studies. Other types of specific tourism have only been taken into account sporadically and have been analyzed in a more general way as their social impacts are usually concerned less harmful.

There is not much academic literature concerning nightclubs and nightlife, and in most cases the nightclubs are an element of a wider context in which another particular phenomenon is analyzed. Examples include several studies on drugs, alcohol and tobacco (Archer et al., 2014; Bancroft, 2012; Boivin, Geoffrion, Ouellet & Felson, 2014;

Livingston, 2013; Sönmez, Apostolopoulos, Theocharous & Massengale, 2013; Tutenges, 2012; Tutenges, Bøgkjær, Witte & Hesse, 2013), violent behavior (Boivin et al., 2014; Cozens & Grieve, 2014; Demant, 2013; Franquez, Hagala, Lim & Bichler, 2013; Romain-Glassey et al., 2012), risky sexual intercourse (Boyd, 2010; Damani et al., 2009), accidents or disasters (Aguirre, Torres, Gill & Lawrence Hotchkiss, 2011; Dean & Mulligan, 2009), health problems (Beach, Williams & Gilliver, 2011; Halios et al., 2009; Johnson, Andrew, Walker, Morgan & Aldren, 2014; Kelly, Boyd, Henahan & Chambers, 2012; Potier et al., 2009) or social behavior (Allemand, 2010; Anderson, Daly & Rapp, 2009; Demant, 2013; Guéguen, 2009; Hendrie, Mannion & Godfrey, 2009; Measham & Hadfield, 2009; Moss, Parfitt & Skinner, 2009) in the nightlife environment. With regards to the articles that mention nightclubs in their context, one might come to the conclusion that nightclubs are a focus for social and health problems, since the vast majority of articles are only analyzing these issues.

Studies focusing on nightlife and nightclub management are very scarce. There are some purely descriptive studies about the nightlife in Taiwan (Huang, 2011), South London (Andersson, 2011), Belgrade (Todorovic & Bakir, 2005), Milwaukee (Campo & Ryan, 2008) and Los Angeles (Hong & Duff, 1997), some studies on servicescape (Kubacki, Skinner, Parfitt & Moss, 2007; Skinner, Kubacki, Parfitt & Moss, 2008; Skinner, Moss & Parfitt, 2005) and cluster analysis (Serra & Ramón, 2017). There are also no studies concerning the attitudes of women towards nightclubs and nightlife in sun and beach destinations. This paper sets out to provide a descriptive study of the attitudes of women towards the nightlife, nightclubs and nightclub owners of Ibiza Island.

## 2 Ibiza and clubbing tourism

Ibiza is an island situated in the Western Mediterranean with an area of 572 square kilometers over 142,000 inhabitants, with an economy characterized by its dependence on tourism. Every year Ibiza receives between 2,000,000 and 2,400,000 tourists, mostly concentrated from June to September (Ibestat, 2017). The emergence of tourism in Ibiza can be found in the first third of the 20th century, but it was between mid-1950s and the 1970s when the island went through its great 'boom'. The rapid growth of the sector was due to the fact that it provided a means to overcome the state of relative poverty at the time (Ramón, 2001). Danielle Rozenberg stressed the importance of tourism in the history of Ibiza and commented that "it

is common for the people of Ibiza to refer to tourism as a turning point where there was a before and after. Since they know that there were two markedly different eras” (Planells, 1986, p. 33). Tourism continued to grow rapidly until the capacity growth was hindered by legislation in the early 1990s. The volume of tourists was stabilized by the year 2000, remaining acceptably stable since then (Ramón & Serra, 2014).

From the outset, Ibiza has always been associated to an image of liberalism which attracted the European artistic avant-garde at first and later on, beatniks and hippies. This atmosphere of freedom fostered the surge of private parties and nightclubs that were unthinkable in the 1950s in Spain and abroad. This decade saw the emergence of the first bars which looking back, laid the foundation for what was to come. The hippie parties which took place in the 1960s and 1970s drew much attention and some became traditions which are still maintained. Between the late sixties and early seventies the first nightclubs were opened on the island. They were small establishments with very few workers and technical equipment which was adequate at the time, although rather modest. These establishments grew rapidly in size, technology and prestige and some are still operating to date (Ramón, 2001).

It would be difficult to explain the image that Ibiza projects today without referring to the 80's, when nightclubs played an important role. The nightclubs increased in their numbers and also in size, phenomena which was spurred on by the rise of similar nightclubs in the United Kingdom and other Mediterranean destinations of sun and sand (Costa, 1989; Ryan, 2002). In the eighties Pacha, Angel's, Playboy, Amnesia and Ku were world-famous tourist attractions (Ramón, 2001). The surge and evolution of these nightclubs were slowed in the early 1990s, partly due to the changing trends in the United Kingdom and also because of a general crisis in the tourism sector. Also in the 90's, attempts were made by Ibiza's Destination Management Organizations to change this image of a “wild-crazy-party tourism destination” so as not to close doors on other types of tourism. Nevertheless, Amnesia, Es Paradis, Pacha and Privilege, nightclubs which today are essential attractions, were all set up in the 90's.

Drawn by the worldwide reputation for nightclubs, clubbers flocked to the island. Most coming from Great Britain drawn by groups like Ministry of Sound, Cream, Manumission and so on, thousands of young tourists frequented the island with the sole intention of attending the parties organized by the large nightclubs. Vicente Oteyza indicated that a *clubber* should not be confused with a hooligan (Ramón, 2001): “[Clubbers] are drawn from middle or upper-middle social class, exhibit glamour

in their clothing and their style and they are unconditional fans of their idols of techno, house, jungle, trance or garage. Rather than trying to flirt in the clubs, they prefer simple friendships, enjoy music and vibrant dancing” (Diario de Ibiza, October 8th 2000).

The global importance of the nightclubs in Ibiza is evident through various benchmarks in their industry. At the Annual International Dance Music Awards, which are part of the annual Miami Winter Music Conference, the Best Global Club and Best US Club categories were created in 2005. In the category of Best Global Club Amnesia and Space, have always been nominated and Ibiza nightclubs have won eleven out of twelve editions of this award – Space (five), Amnesia (four) and Ushuaia (two). DJMag magazine, a reference in the sector, annually publishes rankings of the best 100 nightclubs. Of the top 15 in 2017, five are from Ibiza (Space, Ushuaia, Pacha, Amnesia and DC10).

Despite the global importance of the nightclubs of Ibiza, existing academic studies have had the same approach as in the rest of the world, where nightclubs have been a mere context for studies on drug use (Bellis, Hughes, Bennett & Thomson, 2003; Bellis, Hughes, Calafat, Juan & Schnitzer, 2009; Hughes et al., 2009), violent conduct (Hughes et al., 2008) and high-risk sexual interaction (Bellis & Hughes, 2004; Downing et al., 2011). The only exception was the study of Serra and Ramón (2017).

### 3 Women and attitudes towards tourism

There is a limited amount of literature analyzing the differences between men and women in their role as residents of a tourist destination. In his research carried out in Thailand, Huttasin (2008) discovered one of the positive impacts of tourism considered by residents is a larger amount of jobs available for women. Ishii (2012) studied the effects of the development of tourism in a community in Thailand, finding that tourism created a higher income for young women than young men. Based on these results, Ishii (2012) believes that tourism is an element which alters traditional patriarchal social structures to increase economic independence. Duffy, Kline, Mowatt and Chancellor (2015) conducted a qualitative study to analyze the situation of women with the development of tourism in the Dominican Republic. Among the findings, it is necessary to point out that tourism allows women to

have a job that increases their economic and social independence but at the same time creates conflicts between men and women with the appearance of new roles and gender identities.

In terms of the attitudes of residents towards tourism, the differences between men and women are not exceptionally high. Harvey, Hunt and Harris (1995) analyzed whether there were differences between resident male and female attitudes. Some differences were found in some items of the research but not in factors generated by a factor analysis of those items. This would indicate that the differences in the items would be of little significance or non-existent in reality. Although different investigations found significant differences between the benefits that tourism creates for men and women (Ishii, 2012), studies tend to show little difference between men and women's attitudes towards tourism (Harvey *et al.*, 1995).

Therefore, future research on socio-cultural impacts and changes in the role of women in societies that develop tourism is necessary (Beedle, Kline, Cardenas, Byrd & Schneider, 2013). It is also necessary to analyze the differences in attitudes between men and women regarding various elements of tourism development.

Women's entrepreneurial activity is scarce in the tourism sector (Aggelopoulos, Kamenidou & Pavloudi, 2008). Although some descriptive studies of female entrepreneurs have been carried out, the first step would be to analyze their attitude towards different types of tourism and its entrepreneurs. If women do not have a good image of entrepreneurship in a sector, it is difficult to encourage them to run a business this area. Casinos and nightclubs have hardly been traditionally valued due to the potential social impacts on the local communities. There has been no research carried out analyzing the female perspective of nightclubs and their owners/managers making this subject area and comments mere assumptions.

## 4 Methodology

The analysis of the attitudes towards nightlife and nightclubs was carried out by means of an array of items integrated into a broader survey on attitudes of residents towards tourism, composed of various blocks of items: a first part with sixty items relating to general attitudes of residents towards the tourism industry; a second part with ten items about his attitude and appreciation of the nightclubs (the subject of this study); a third with thirteen items assessing various tourist offer, and finally fifteen questions on the demographic profile of the individual.

A Likert scale of 5 points (Maddox, 1985) was used in the first and second parts: 1 being "*Strongly disagree*", 3 "*Indifferent*" and 5 "*Strongly Agree*". Fieldwork took place between February and March 2012 (low season) and July and August 2012 (peak season). As a result 418 valid questionnaires were obtained, representing a sampling error of 4.89% at a confidence level of 95.5%, taking the assumption that  $p=q=0.5$ . The demographic profile of the sample was very similar to that of the population with regard to place of residence and age, and quite good in level of studies, gender and place of birth (Table 1). Given the small size of the island and the dispersion of the nightlife scene, residents are at a distance less than fifteen kilometers from any of the big nightclubs on the island.

From the items relating to nightclubs, we proceed to carry out a descriptive analysis and segmentation of the sample through a cluster analysis. The main part of the analysis corresponds to the descriptive analysis. This type of analysis has many precedents in literature (Besculides *et al.*, 2002; Haralambopoulos & Pizam, 1996; Johnson, Snepenger & Akis, 1994; Teye, Sirakaya & Sönmez, 2002). The Snedecor's F was used as analysis of the variance to determine if the differences were statistically significant, indicating the p value in each case. This test was applied both on the items analyzed and on the factors generated by Principal Component Analysis. The Pearson's chi-squared test of significance was used in cases in which categorical variables were compared.

The attitudes of the residents are heterogeneous and should not be analyzed as a homogeneous whole. In some studies, segmentations of residents according to their attitude towards tourism have occurred (Brida, Osti & Barquet, 2010; Canan & Hennessy, 1989; Davis, Allen & Cosenza, 1988; Fredline & Faulkner, 2000; Lundberg, 2015; Ryan & Montgomery, 1994; Sinclair-Maragh, Gursoy & Vieregge, 2015; Vareiro, Remoaldo & Cadima Ribeiro, 2013). Of the existing segmentation methods, the most widely used is the cluster analysis (Brida *et al.*, 2010; Davis *et al.*, 1988; Fredline & Faulkner, 2000; Lundberg, 2015; Ryan & Montgomery, 1994; Sinclair-Maragh *et al.*, 2015; Vareiro *et al.*, 2013). Groups generated based on their attitude to the nightlife sector were created by descending cluster analysis, carried out using the Howard-Harris algorithm, and compared by means the Snedecor's F.

## 5 Results

Neither men nor women have a high opinion of nightclub tourism. It is a type of leisure time activity that few people



**Table 1:** Demographic profile of the sample.

Demographic Variable	Total Frequency	%	Men Frequency	%	Women Frequency	%
<b>Age:</b>						
Less than 25	55	13.2%	21	13.9%	34	12.8%
From 25 to 34	102	24.5%	28	18.5%	74	27.8%
from 35 to 44	98	23.5%	34	22.5%	64	24.1%
from 45 to 54	88	21.1%	38	25.2%	50	18.8%
55 or more	48	11.5%	24	15.9%	24	9.0%
<b>Level of studies:</b>						
Primary studies	92	22.1%	40	26.5%	52	19.5%
Secondary Studies	175	42.0%	54	35.8%	121	45.5%
University studies	148	35.5%	57	37.7%	91	34.2%
<b>Born place:</b>						
Ibiza	252	60.4%	91	60.3%	161	60.5%
Outside	165	39.6%	60	39.7%	105	39.5%
<b>Family Language:</b>						
Catalan	273	65.5%	99	65.6%	174	65.4%
Spanish	274	65.7%	87	57.6%	187	70.3%
Others	57	13.7%	18	11.9%	39	14.7%
<b>Municipality of residence:</b>						
Eivissa	140	33.6%	49	32.5%	91	34.2%
Sant Antoni de Portmany	80	19.2%	33	21.9%	47	17.7%
Sant Joan de Labritja	17	4.1%	7	4.6%	10	3.8%
Sant Josep de sa Talaia	73	17.5%	32	21.2%	41	15.4%
Santa Eulària des Riu	107	25.7%	30	19.9%	77	28.9%
<b>Is considered Ibizan:</b>						
Yes	324	77.7%	113	74.8%	211	79.3%
No	73	17.5%	27	17.9%	46	17.3%
I do not know	20	4.8%	11	7.3%	9	3.4%
<b>Works in tourism:</b>						
Yes	255	61.2%	89	58.9%	166	62.4%
No		37.6%	61	40.4%	96	36.1%
<b>Annual household income:</b>						
Less than 15.000 €	46	11.0%	15	9.9%	31	11.7%
From € 15,001 to € 30,000	150	36.0%	47	31.1%	103	38.7%
From € 30,001 to € 45,000	96	23.0%	39	25.8%	57	21.4%
From € 45,001 to € 60,000	37	8.9%	15	9.9%	22	8.3%
From € 60,001 to € 75,000	12	2.9%	7	4.6%	5	1.9%
More than € 75,000	10	2.4%	4	2.6%	6	2.3%

Source: Own elaboration.

like considering that it is not quality tourism. It's development is not supported. All the population consider that residents' opinions are not taken into account when making decisions about the management of the sector or at the time of developing this type of tourism. Employers in the sector are seen as poor examples with a great power

of negotiation with local authorities. Residents recognize the importance of the nightclubs for the image of the island, but also the problems generated by the sector for the residents. When comparing the responses of both men and women (Table 2), it is possible to see that women have a more negative view on most of the questions.

Table 2: Comparison between men and women.

Items	Total n=417	Men n=151	Women n=266	Dif.	Snedecor's F	P value
<b>General assessment of nightlife:</b>					<b>9.914</b>	<b>0.002</b>
• I like the offer of nightlife leisure on the island.	3.158	3.384	3.030	0.354	8.923	0.003
• <i>Clubber</i> tourism can be considered quality tourism.	2.062	2.298	1.929	0.369	10.885	0.001
• The sector of nightclubs, nightlife and electronic music should be encouraged with the purpose of consolidating Ibiza as a world reference.	2.808	3.013	2.692	0.322	5.798	0.017
• Flexible opening hours of nightclubs should be allowed in order to ensure survival of a key sector in the tourism image of Ibiza.	2.300	2.391	2.248	0.143	1.233	0.268
<b>Residents are taken into account:</b>					<b>0.138</b>	<b>0.711</b>
• Nightclubs design leisure offers and special promotions only aimed at tourists	3.763	3.808	3.737	0.071	0.438	0.509
• Resident population views are taken into account when managing the nightlife leisure offer.	2.206	2.212	2.203	0.009	0.006	0.937
<b>Perception of the owners:</b>					<b>5.343</b>	<b>0.022</b>
• The owners of large nightclubs are an example of good business practices.	2.508	2.689	2.406	0.283	5.890	0.016
• The owners of large nightclubs have little power when negotiating with the authorities.	2.422	2.510	2.372	0.138	1.748	0.187
<b>Others:</b>						
• The major nightclubs of the island are a very important component of the image of Ibiza.	4.026	4.053	4.011	0.042	0.154	0.696
• Nightlife tourism generates inconvenience from noise, dirt and jams at tolerable levels.	3.856	3.755	3.914	-0.159	2.290	0.132

Source: Own elaboration.

The overall vision of the sector is significantly worse for women. While men show slight pleasure in the offer of nightlife, the women's response is of indifference. Although men and women consider that clubber tourism is not quality tourism, women have a much more negative point of view. Men show little interest in promoting this sector whereas a clear majority of women oppose its promotion. Although the difference is not significant, women also show a greater opposition to making the opening hours of nightclubs more flexible. The perception that residents have of entrepreneurs in this sector is bad in both sexes but significantly worse among women.

There are no significant differences between men and women when asked if residents are taken into account when it comes to managing the sector or designing the offer of establishments. Both sexes believe that residents are not taken into account. Both sexes agree on the importance of the image of the nightclubs in Ibiza and show no significant differences in their response. Women perceive more disadvantages generated by the nightclubs, but the difference is not significant.

Both sexes alike recognized the importance of this sector, the inconveniences caused and the non-participation of residents in the area. However, the overall vision of the sector and its offer, supporting its development and their opinion on entrepreneurs of this sector is much more negative among women than men.

When analyzing whether there are different answers amongst women, no significant differences depending on educational level, age, and place of birth or place of residence are found. The only facts where significant differences can be seen is when they are working or economically dependent on tourism. Women who do not work in contact with tourists show a generally more negative view of the sector and its businessmen than women who work in contact with tourists (Table 3). Even so, women who work in contact with tourists have a more negative opinion than the average men's opinion. In order to measure the perception of economic dependency of the tourism sector, it was asked how the household's income would be affected in the event of a tourist crisis, being the possibilities of response (Table 4): family income would fall a lot (Down

Table 3: Works in tourism.

Items	Total n=262	Yes n=166	No n=96	Dif.	Snedecor's F	P value
<b>General assessment of nightlife:</b>					<b>8.788</b>	<b>0.003</b>
• I like the offer of nightlife leisure on the island.	3.027	3.096	2.906	0.190	1.585	0.209
• Clubber tourism can be considered quality tourism.	1.928	2.018	1.771	0.247	3.963	0.048
• The sector of nightclubs, nightlife and electronic music should be encouraged with the purpose of consolidating Ibiza as a world reference.	2.695	2.880	2.375	0.505	9.147	0.003
• Flexible opening hours of nightclubs should be allowed in order to ensure survival of a key sector in the tourism image of Ibiza.	2.252	2.416	1.969	0.447	7.912	0.005
<b>Residents are taken into account:</b>					<b>2.146</b>	<b>0.144</b>
• Nightclubs design leisure offers and special promotions only aimed at tourists	3.737	3.681	3.833	-0.153	1.206	0.273
• Resident population views are taken into account when managing the nightlife leisure offer.	2.206	2.271	2.094	0.177	1.485	0.224
<b>Perception of the owners:</b>					<b>6.249</b>	<b>0.013</b>
• The owners of large nightclubs are an example of good business practices.	2.405	2.536	2.177	0.359	6.230	0.013
• The owners of large nightclubs have little power when negotiating with the authorities.	2.374	2.452	2.240	0.212	2.557	0.111
<b>Others:</b>						
• The major nightclubs of the island are a very important component of the image of Ibiza.	4.027	4.030	4.021	0.009	0.005	0.945
• Nightlife tourism generates inconvenience from noise, dirt and jams at tolerable levels.	3.912	3.946	3.854	0.092	0.506	0.478

Source: Own elaboration.

much); family income would fall (Down), and not change the family income (No change). Women's opinion is more negative the less the family economic dependence is on tourism in practically all the questions raised. In other words, to a greater economic dependence there is more support to the nightlife sector. Only in the case of very high dependence (revenue would fall very much in the case of a crisis in tourism) are there average answers that are higher than men's in some questions: flexible hours, resident involvement and the importance of nightclubs.

To gain insight into the possible heterogeneity of the sample of women, a descending cluster analysis was carried out using the Howard-Harris algorithm, with two groups (Table 5). Cluster analysis is carried out on the responses to the items related to the nightlife sector, therefore, it is a segmentation based on their attitudes and not based on socio-demographic elements, as in previous analyzes. This analysis allows knowing if there are different points of view of the sector among the surveyed women. The "Moderates" group is characterized by a less critical stance and in the majority of cases their average

scores are slightly above the average men's scores. The "Haters" group is radically critical in all the questions analyzed. This indicates that there are women with views similar to those of men as well as women who are strongly opposed to the sector.

To determine if there are any significant differences between demographic profile of the two segments obtained through the cluster analysis, the Pearson's chi-squared test was performed on each of the demographic variables taken into account (age, level of studies, born place, family language, municipality of residence, is considered Ibizan, works in tourism, and annual household income). No significant differences can be found in the profile of the two groups (Table 6), except, perhaps, for a higher proportion of Catalan speakers in the "Haters" group, indicating that this group has more descendants of the native population. There is a higher proportion of people who work in contact with tourists in the "Moderates" group and, therefore, interested in promoting the tourism sector. Possibly, dependence on the tourism sector helps moderate criticism of the nightclub

**Table 4:** Such as it affects a crisis in the tourism sector to household income.

Items	Total n=263	Down much n=102	Down n=111	No change n=50	Snedecor's F	P value
<b>General assessment of nightlife:</b>					<b>4.136</b>	<b>0.007</b>
• I like the offer of nightlife leisure on the island.	3.042	3.196	3.063	2.694	2.335	0.075
• Clubber tourism can be considered quality tourism.	1.928	1.990	1.973	1.694	1.170	0.324
• The sector of nightclubs, nightlife and electronic music should be encouraged with the purpose of consolidating Ibiza as a world reference.	2.700	2.961	2.703	2.143	4.413	0.005
• Flexible opening hours of nightclubs should be allowed in order to ensure survival of a key sector in the tourism image of Ibiza.	2.251	2.510	2.162	1.939	3.052	0.030
<b>Residents are taken into account:</b>					<b>3.416</b>	<b>0.018</b>
• Nightclubs design leisure offers and special promotions only aimed at tourists	3.741	3.539	3.874	3.837	2.390	0.070
• Resident population views are taken into account when managing the nightlife leisure offer.	2.198	2.373	2.180	1.816	4.960	0.002
<b>Perception of the owners:</b>					<b>2.809</b>	<b>0.041</b>
• The owners of large nightclubs are an example of good business practices.	2.403	2.490	2.469	2.082	1.700	0.169
• The owners of large nightclubs have little power when negotiating with the authorities.	2.376	2.382	2.505	2.102	2.349	0.074
<b>Others:</b>						
• The major nightclubs of the island are a very important component of the image of Ibiza.	4.019	4.118	4.072	3.714	2.081	0.104
• Nightlife tourism generates inconvenience from noise, dirt and jams at tolerable levels.	3.913	3.863	3.901	4.020	0.669	0.574

Source: Own elaboration.

and nightlife sector. The other demographic variables do not show any significant differences between the groups.

## 6 Conclusions

Tourism generates many jobs but with low pay and training requirements. Jobs in the tourism sector are filled mainly by young men and women (Huttasin, 2008; Ishii, 2012) and it is not unusual during the tourist season for there to be less unemployment amongst women than amongst men. This could lead to the existence of different attitudes between men and women as the impacts are different between both genders.

Proven gender differences tend to be few. In their role as tourists, Gibson (1998) found that women were less interested in sport tourism and Barlés (2010) found that women were more concerned about the accommodation chosen. In their role as residents, Harvey et al. (1995) found few significant differences between men and women.

In the case of nightclubs there are no previous studies, but the quantitative data available in the case of Ibiza makes it possible to confirm that there are significantly different attitudes between men and women, both in the specific items and the extracted factors. Although the general view of the sector is negative in the total sample, women are much more critical about the island's offer of nightlife and its businessmen. When breaking down the sample of women it can be seen that one part of the women have similar opinions to those of the men, mainly those that depend economically on the sector, but the other part has very contrary opinions to the sector. The global importance of nightclubs in Ibiza makes it possible to believe that the results are in part generalized. The presence of businesswomen in the tourism sector is low all over Europe (Aggelopoulos et al., 2008) and their presence is also low in the case of the nightclubs in Ibiza. Out of all the important businessmen of the sector on the island there is only one woman. Marisol Aguirre is the owner of the nightclub Es Paradís and it should be noted that she inherited the business from her father José Aguirre, who



Table 5: Profile of the clusters.

Items	Moderates n=130	Haters n=136	Snedecor's F	P value
<b>General assessment of nightlife:</b>			<b>458,48</b>	<b>0,000</b>
I like the offer of nightlife leisure on the island.	3,77	2,32	161,67	0,000
Clubber tourism can be considered quality tourism.	2,45	1,43	103,19	0,000
The sector of nightclubs, nightlife and electronic music should be encouraged with the purpose of consolidating Ibiza as a world reference.	3,58	1,84	207,42	0,000
Flexible opening hours of nightclubs should be allowed in order to ensure survival of a key sector in the tourism image of Ibiza.	3,08	1,46	192,96	0,000
<b>Residents are taken into account:</b>			<b>49,86</b>	<b>0,000</b>
Nightclubs design leisure offers and special promotions only aimed at tourists	3,52	3,94	10,36	0,001
Resident population views are taken into account when managing the nightlife leisure offer.	2,71	1,72	62,34	0,000
<b>Perception of the owners:</b>			<b>80,31</b>	<b>0,000</b>
The owners of large nightclubs are an example of good business practices.	3,02	1,82	105,04	0,000
The owners of large nightclubs have little power when negotiating with the authorities.	2,65	2,11	19,15	0,000
<b>Others:</b>				
The major nightclubs of the island are a very important component of the image of Ibiza.	4,37	3,67	32,78	0,000
Nightlife tourism generates inconvenience from noise, dirt and jams at tolerable levels.	3,88	3,94	0,21	0,646

Source: Own elaboration.

founded the nightclub in 1975. Therefore, the presence of women nightclub owners is very low and the opinion that women have on these businessmen is bad or very bad, usually worse than that of men.

Women have a more conservative and adverse stance towards risk than men. As tourists they like surprises on trips less. As residents, they are more contrary to offers

that may have a significant negative impact on local society. There are few businesswomen in the tourism sector, and those there are, are found in more traditional and conventional sectors: restaurants, rural tourism, etc. Nightclubs imply an offer that has a bad image amongst residents, a frowned upon business sector and complex management. Given that this paper is a first approximation, more research is needed on gender differences in relation to the tourist sector and the offer of nightclubs in particular. Further studies are needed in relation to nightlife, both in Ibiza and other tourist destinations.

Table 6: Demographic profile of the clusters.

Demographic Variable	Women Frequency	%	Moderates Frequency	%	Haters Frequency	%
<b>Age:</b>						
Less than 25	34	12.8%	13	10.0%	21	15.4%
From 25 to 34	74	27.8%	41	31.5%	33	24.3%
from 35 to 44	64	24.1%	29	22.3%	35	25.7%
from 45 to 54	50	18.8%	25	19.2%	25	18.4%
55 or more	24	9.0%	15	11.5%	9	6.6%
<b>Level of studies:</b>						
Primary studies	52	19.5%	26	20.0%	26	19.1%
Secondary Studies	121	45.5%	55	42.3%	66	48.5%
University studies	91	34.2%	47	36.2%	44	32.4%
<b>Born place:</b>						
Ibiza	161	60.5%	76	58.5%	85	62.5%
Outside	105	39.5%	54	41.5%	51	37.5%
<b>Family Language:</b>						
Catalan	174	65.4%	78	60.0%	96	70.6%
Spanish	187	70.3%	93	71.5%	94	69.1%
Others	39	14.7%	21	16.2%	18	13.2%
<b>Municipality of residence:</b>						
Eivissa	91	34.2%	46	35.4%	45	33.1%
Sant Antoni de Portmany	47	17.7%	23	17.7%	24	17.6%
Sant Joan de Labritja	10	3.8%	2	1.5%	8	5.9%
Sant Josep de sa Talaia	41	15.4%	16	12.3%	25	18.4%
Santa Eulària des Riu	77	28.9%	43	33.1%	34	25.0%
<b>Is considered Ibizan:</b>						
Yes	211	79.3%	104	80.0%	107	78.7%
No	46	17.3%	19	14.6%	27	19.9%
I do not know	9	3.4%	7	5.4%	2	1.5%
<b>Works in tourism:</b>						
Yes	166	62.4%	87	66.9%	79	58.1%
No	96	36.1%	40	30.8%	56	41.2%
<b>Annual household income:</b>						
Less than 15.000 €	31	11.7%	18	13.8%	13	9.6%
From € 15,001 to € 30,000	103	38.7%	49	37.7%	54	39.7%
From € 30,001 to € 45,000	57	21.4%	28	21.5%	29	21.3%
From € 45,001 to € 60,000	22	8.3%	10	7.7%	12	8.8%
From € 60,001 to € 75,000	5	1.9%	2	1.5%	3	2.2%
More than € 75,000	6	2.3%	3	2.3%	3	2.2%

Source: Own elaboration.

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